

10-17-2000

Pat No.: 2437/102



101489493

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

Tab settings → → →

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

David G. Turek  
Jon Y. Saferstein  
Lisbeth J. Schaibly

10-3-00

Additional names(s) of conveying party(ies)

☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other

Execution Date: September 14, 2000

2. Name and address of receiving party(ies):

Name: yoLogo, Inc.

Address: 249 E. 157th Street

City: Gardena State/Prov.: CA

Country: USA ZIP: 90248

Additional name(s) & address(es)

☐ Yes ☒ No

4. Application number(s) or registration numbers(s):

If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

Patent Application No. Filing date

60/220,310

July 24, 2000

B. Patent No.(s)

Additional numbers

☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Elizabeth P. Morano

Registration No. 42,904

Address: Bromberg & Sunstein LLP

125 Summer Street

City: Boston State/Prov.: MA

Country: USA ZIP: 02110

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41):.....\$ 40.00

☒ Enclosed - Any excess or insufficiency should be credited or debited to deposit account

☐ Authorized to be charged to deposit account

8. Deposit account number:

19-4972

10/16/2000 MTHAI1 00000270 60220310

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Elizabeth P. Morano

Name of Person Signing

Elizabeth P. Morano

Signature

September 29, 2000

Date

Total number of pages including cover sheet, attachments, and

5

ASSIGNMENT

ASSIGNORS: David G. Turek  
Jon Y. Saferstein  
Lisbeth J. Schaibly

ASSIGNEE: yoLogo, Inc.  
249 E. 157<sup>th</sup> Street  
Gardena, California 90248  
United States of America

STATE OF INCORPORATION OF ASSIGNEE: Delaware

TITLE: System and Method for Establishing a Customized Electronic Site

ATTORNEY DOCKET: 2437/102

APPLICATION NO.: 60/220,310

FILED: July 24, 2000

Assignors are inventors of a certain new and useful invention (the "Invention") described in a United States patent application (the "Application") bearing the above attorney docket number and having the above title. If a filing date and application number are shown, the Application has a Patent and Trademark Office filing date and application number as indicated above.

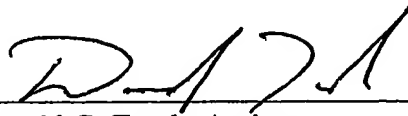
For valuable consideration, receipt of which is acknowledged, each Assignor hereby assigns to Assignee (which term shall include Assignee's successors and assigns), all of Assignor's right, title and interest in the Invention, all improvements therein, the Application and all priority rights arising therefrom, and any patents, and any reissues and extensions thereof, which issue in any country upon any patent applications which correspond with any of the following: the Application; any application that claims priority from the Application (including as a divisional,

continuation-in-whole or continuation-in-part, or as an application claiming priority from a provisional application); or any application based in whole or in part on any of the foregoing.

Each Assignor further agrees that such Assignor and Assignor's heirs and legal representatives will, without further consideration, cooperate with Assignee in the prosecution of all of the above applications, execute, verify, acknowledge and deliver all such further papers, including applications for patents and for reissues and extensions therefor, and instruments of assignment and transfer thereof, and will communicate any facts known to Assignor relating to the Invention, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee. Each Assignor further agrees that such Assignor will, without further compensation to Assignor during the term of such Assignor's employment by Assignee and thereafter for reasonable compensation as determined by Assignee, perform such other acts as may be reasonably required when requested by Assignee, including attending depositions, preparing and executing declarations and affidavits and testifying as a witness, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee.

IN WITNESS WHEREOF, each Assignor hereby executes this instrument on the date set forth below.

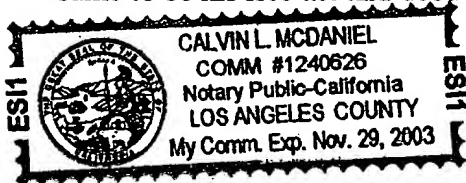
Date: 9-14, 2000

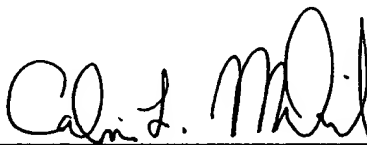
  
\_\_\_\_\_  
David G. Turek, Assignor

STATE OF California  
COUNTY OF Los Angeles

)  
) ss.  
)

Before me, a notary public in and for said county and state, personally appeared David G. Turek, to me known to be the person described in the foregoing instrument, who, being first duly sworn, acknowledged his signature on the foregoing instrument in my presence and declared the same to be his free act and deed on the date written above opposite his signature.

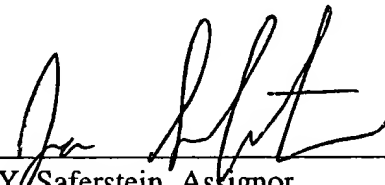


  
\_\_\_\_\_  
Notary Public

My Commission Expires: Nov. 29, 2003

(seal)

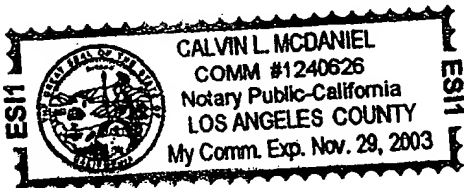
Date: 9-14, 2000

  
\_\_\_\_\_  
Jon Y. Saferstein, Assignor

STATE OF California  
COUNTY OF Los Angeles

)  
) ss.  
)

Before me, a notary public in and for said county and state, personally appeared Jon Y. Saferstein, to me known to be the person described in the foregoing instrument, who, being first duly sworn, acknowledged his signature on the foregoing instrument in my presence and declared the same to be his free act and deed on the date written above opposite his signature.



  
\_\_\_\_\_  
Notary Public

My Commission Expires: Nov. 29, 2003

(seal)

Date: Sept. 14, 2000

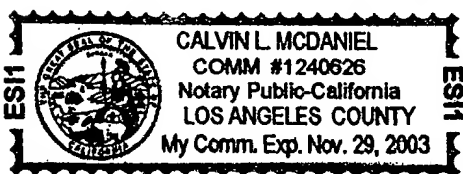
Lisbeth J. Schaibly  
Lisbeth J. Schaibly, Assignor

STATE OF California

COUNTY OF Los Angeles

)  
) ss.  
)

Before me, a notary public in and for said county and state, personally appeared Lisbeth J. Schaibly, to me known to be the person described in the foregoing instrument, who, being first duly sworn, acknowledged his signature on the foregoing instrument in my presence and declared the same to be his free act and deed on the date written above opposite his signature.



(seal)

Calvin L. McDaniel

Notary Public

My Commission Expires: Nov. 29, 2003

02437/00101 123760.1

ASSIGNMENT

ASSIGNORS: David G. Turek  
Jon Y. Saferstein  
Lisbeth J. Schaibly

ASSIGNEE: yoLogo, Inc.  
249 E. 157<sup>th</sup> Street  
Gardena, California 90248

STATE OF INCORPORATION OF ASSIGNEE: Delaware

TITLE: Method and Apparatus for Establishing a Customized Electronic Site

ATTORNEY DOCKET: 2437/103

APPLICATION NO.: 09/892,205

FILED: June 26, 2001

Assignor is the sole inventor (if only one inventor is listed above) or a joint inventor (if more than one inventor is listed above) of the above invention (the "Invention") described in a United States patent application (the "Application") bearing the above attorney docket number and having as a title the above name for the Invention. The Application has a Patent and Trademark Office filing date and serial number as indicated above, or if no filing date and serial number are shown, has a Declaration executed by Assignor contemporaneously with this Assignment.

For valuable consideration, receipt of which is acknowledged, each Assignor hereby assigns to Assignee (which term shall include Assignee's successors and assigns), all of Assignor's right, title and interest in the Invention, all improvements therein, the Application and all priority rights arising therefrom, and any patents, and any reissues and extensions thereof, which issue in any country upon any patent applications which correspond with any of the

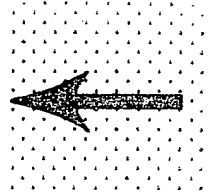
following: the Application, any divisional, continuation-in-whole, or substitute United States application which is based on the Application; or any continuation-in-part United States application (including divisions, continuations-in-whole or -in-part, and substitutions thereof or therefor) based in-part on any of the above described applications.

Each Assignor further agrees that such Assignor and Assignor's heirs and legal representatives will, without further consideration, cooperate with Assignee in the prosecution of all of the above applications, execute, verify, acknowledge and deliver all such further papers, including applications for patents and for reissues and extensions therefor, and instruments of assignment and transfer thereof, and will communicate any facts known to Assignor relating to the Invention, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee. Each Assignor further agrees that such Assignor will, without further compensation to Assignor during the term of such Assignor's employment by Assignee and thereafter for reasonable compensation as determined by Assignee, perform such other acts as may be reasonably required when requested by Assignee, including attending depositions, preparing and executing declarations and affidavits and testifying as a witness, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee.

IN WITNESS WHEREOF, each Assignor hereby executes this instrument on the date set forth below.

Date: \_\_\_\_\_

\_\_\_\_\_  
David G. Turek, Assignor



SIGN  
& DATE

STATE OF

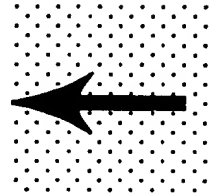
)

) ss.

COUNTY OF

)

Before me, a notary public in and for said county and state, personally appeared David G. Turek, to me known to be the person described in the foregoing instrument, who, being first duly sworn, acknowledged his signature on the foregoing instrument in my presence and declared the same to be his free act and deed on the date written above opposite his signature.



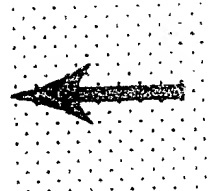
NOTARIZE

(seal)

\_\_\_\_\_  
Notary Public  
My Commission Expires:

Date: \_\_\_\_\_

\_\_\_\_\_  
Jon Y. Saferstein, Assignor



SIGN  
& DATE

STATE OF

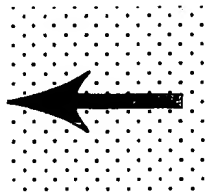
)

) ss.

COUNTY OF

)

Before me, a notary public in and for said county and state, personally appeared Jon Y. Saferstein, to me known to be the person described in the foregoing instrument, who, being first duly sworn, acknowledged his signature on the foregoing instrument in my presence and declared the same to be his free act and deed on the date written above opposite his signature.



NOTARIZE

(seal)

\_\_\_\_\_  
Notary Public  
My Commission Expires:



Date: \_\_\_\_\_

\_\_\_\_\_  
Lisbeth J. Schaibly, Assignor

STATE OF

)

) ss.

COUNTY OF

)

Before me, a notary public in and for said county and state, personally appeared Lisbeth J. Schaibly, to me known to be the person described in the foregoing instrument, who, being first duly sworn, acknowledged his signature on the foregoing instrument in my presence and declared the same to be his free act and deed on the date written above opposite his signature.

\_\_\_\_\_  
Notary Public

My Commission Expires:

(seal)



DECEMBER 10 2000

BROMBERG & SUNSTEIN LLP  
ELIZABETH P. MORANO  
125 SUMMER STREET  
BOSTON, MA 02110



PTAS

2437/102  
UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
ASSISTANT SECRETARY AND COMMISSIONER  
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Washington, D.C. 20231



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DEC 10 2000

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

**BROMBERG & SUNSTEIN**

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 10/03/2000

REEL/FRAME: 011153/0150  
NUMBER OF PAGES: 5

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

TUREK, DAVID G.

DOC DATE: 09/14/2000

ASSIGNOR:

SAFERSTEIN, JON Y

DOC DATE: 09/14/2000

ASSIGNOR:

SCHAIBLY, LISBETH J.

DOC DATE: 09/14/2000

ASSIGNEE:

YOLOGO, INC.  
249 E. 157TH STREET  
GARDENA, CALIFORNIA 90248

SERIAL NUMBER: 60220310  
PATENT NUMBER:

FILING DATE: 07/24/2000  
ISSUE DATE:

011153/0150 PAGE 2

MARCUS KIRK, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS